

# TOTO

Life Anew

For Immediate Release

**For more information, contact:**

Lenora Campos, Ph.D.

917.593.6752

lcampos@toto.com

Braden Bradley

212.277.3743

Braden.Bradley@edelman.com

## TOTO Dramatically Expands Its Line of TOUCHLESS Faucets and Soap Dispensers

***Company adds Wide Array of Award-Winning Designs to TOUCHLESS Line-Up to Help Reduce Disease Transmission***

**(Morrow, GA) June 1, 2021** — TOTO, the world's largest plumbing manufacturer with more than \$5.45 billion in annual sales, introduces nine new TOUCHLESS Faucets. Seven of TOTO's new smart-sensor faucets are winners of the Red Dot or iF international awards for design excellence, and one is the winner of the Best of KBIS, Best of Bath Gold Award. The company also introduces two new TOUCHLESS Soap Dispensers.



Winner of the 2021 "Best of the Best" Red Dot Award, TOTO's Gooseneck TOUCHLESS Faucet offers SOFT-TOUCH Technology and is available with an ECOPOWER or electric platform.



reddot winner 2021  
best of the best

### **Reducing Disease Transmission Opportunities**

Today, consumers are intensely concerned about infectious disease transmission when using restrooms in airports, shopping centers, schools, offices, and other facilities. They want the security of knowing they can use public restrooms without the worry of coming into contact with transmissible diseases.

TOTO TOUCHLESS faucets and soap dispensers enable consumers to wash their hands in public restrooms without touching the faucet or soap dispenser. Consequently, consumers are secure in the knowledge that they are using a restroom where disease transmission opportunities are fewer, and they are helping reduce the spread of communicable diseases.

TOTO's TOUCHLESS Faucets and Soap Dispensers provide confidence that every trip to a public restroom will be clean, comfortable, and convenient. These new smart-sensor faucets are available with an ECOPOWER

-- more --

or electric platform and a flow rate of 0.5 or 0.35 gallons per minute. TOTO's new Standard R and Standard S models are also available with a 1.0 gpm flow rate.

**GOOSENECK TOUCHLESS FAUCET:** With its elegant high arc spout characterized by graceful lines reminiscent of flowing water's beauty, TOTO's Gooseneck TOUCHLESS Faucet offers SOFT FLOW. This unique TOTO water technology precisely balances individual streams of water to gently caress the skin with virtually no splash. The translucent water streams are beautiful and visually pleasing.



Winner of the 2021 Red Dot "Best of the Best" Award, TOTO Gooseneck Faucet is available in standard and vessel heights.

**LIBELLA TOUCHLESS FAUCET:** Classically modern with a clean, uncomplicated look, TOTO's Libella TOUCHLESS faucet's highly original design features a linear motif and a substantial body, with softened edges to produce highly expressive shadows.

Winner of the 2021 Red Dot Award for design excellence, the Libella smart-sensor faucet is available in semi-vessel and wall-mount models.



**AXIOM TOUCHLESS FAUCET:** TOTO's Axiom TOUCHLESS Faucet's angular design blends well with linear architectural restroom designs. The faucet's angular spout tapers the tip with its concealed nozzle, giving this unique spout design a sense of lightness counterpoised with its angular body's sense of volume.

Winner of the 2021 Red Dot Award, the Axiom's timeless styling and flawless performance is always modern and lasting. With its elegant, high-end design statement, it redefines the category of commercial faucets—long thought to be generic, uninspired, and merely institutional.

TOTO's Axiom TOUCHLESS Faucet series offers standard, vessel, and wall-mount models.



**HELIX TOUCHLESS FAUCET:** TOTO's Helix TOUCHLESS Faucet's design offers the timeless sophistication found in elegant simplicity. Its slender body's height provides a sense of refinement, while the gently straightened spout emphasizes its contemporary design. This smooth, sleek faucet design complements myriad restroom environments and is easy to clean.

Winner of the 2021 Red Dot Award, the Helix TOUCHLESS Faucet offers standard, vessel, and wall-mount models.

**STANDARD R TOUCHLESS FAUCET:** Winner of the 2021 iF Design Award, TOTO's Standard R TOUCHLESS Faucet design is characterized by a graceful, gently curving spout that invokes a deep appreciation of the simplicity of organic form. Its simple clean-line aesthetic speaks to the best in contemporary design.



The Standard R TOUCHLESS Faucet offers TOTO's proprietary EWATER+ technology. This unique smart-sensor faucet automatically mists the lavatory with electrolyzed water, a well-known cleaning agent, which reduces the need for harsh cleaning chemicals. EWATER+ is produced from ordinary tap water by electrolyzing its chloride ions. It is completely free of added chemicals, detergents, or harsh cleaning agents. Over time, EWATER+ returns to its original state as ordinary tap water.

By misting the lavatory with EWATER+, the Standard R TOUCHLESS Faucet reduces dirt and grime, particularly around the drain area.

**STANDARD S TOUCHLESS FAUCET:** Winner of the 2021 iF Design Award, the Standard S TOUCHLESS Faucet's minimalist design combines a square spout and cylindrical body to complement the many styles of public restrooms. The spout's inclined tip gives it a sleek, sophisticated look while keeping the nozzle concealed.



### **Striking TOUCHLESS Faucet Designs Inspired by Japanese Culture**

The design concepts for TOTO's new GE, GC, and GM TOUCHLESS Faucets capture Japan's aesthetic essence as cultivated over the ages. These new smart-sensor faucets exemplify Japan's craft traditions of creating original forms by converting this cultural inspiration into an array of one-of-a-kind faucet designs with a global appeal.

**GM TOUCHLESS FAUCET:** Characterized by bold parallel arches and reflective curves, the majestic TOUCHLESS GM Faucet's curved spout and columnar body invoke the dignity and stately aura of the bow-shaped arc atop a traditional Torii gate at the entrance to a Japanese temple. Its imposing presence is further accentuated by the highlights that trace its gently beveled edges.



Winner of the 2021 Red Dot Design Award, the majestic GM TOUCHLESS Faucets allows designers to incorporate designs informed by ancient Japanese architecture updated for today.

The solid brass GM TOUCHLESS faucet flows at a water-conserving 0.5 or 0.35 gallons per minute and is available with an ECOPOWER or electric platform.

### **GC TOUCHLESS FAUCET**

Inspired by the rows of columns standing at the entrance of a Japanese temple, GC TOUCHLESS Faucet epitomizes timeless sophistication and contemporary elegance informed by ancient Japanese culture.



Winner of the Best of KBIS, Best of Bath Gold Award, this beautiful smart-sensor faucet will make a striking design statement in bath environments in both hospitality and commercial settings.

Featuring a dramatic high arc ribbon spout, the GC Faucet's design is a showpiece. This elegant faucet's low center of gravity adds a dignified accent to interior spaces. Offering premium materials and high-quality construction, the new GC TOUCHLESS Faucet will ensure its owners' worry-free performance for years to come.

### GE TOUCHLESS FAUCET

Inspired by the finely honed beauty of a traditional Japanese sword, the GE TOUCHLESS Faucet embodies the beauty of classical Japanese design updated in a contemporary form. The GE sensor faucet merges TOTO's latest technology with a respect for the less industrial, more handmade sensibility of traditional Japanese crafts and techniques.



The GE TOUCHLESS Faucet's classic five-sided Chevron design, with its distinctive V-shape, extends from the faucet's base to the tip of the spout, recalling the sharpness of a traditional Katana sword. With the beauty of carefully ground metalwork, multifaceted reflective surfaces capture a range of expressions. The polished chrome finish enhances this sophisticated design, giving it a richer, profoundly luxurious sensibility that will enhance high-design bath spaces.

### ECOPOWER TECHNOLOGY

TOTO's award-winning TOUCHLESS smart-sensor faucets are available with its proprietary ECOPOWER technology platform. ECOPOWER harnesses the energy of running water to power the faucets' electronics, saving water and energy. These hands-free faucets replenish their charge with every use. No minimum daily usage is required, which translates into reduced electricity use, lower maintenance costs, and better ecology with hands-free, automatic shut-off. They are also available with an electrical platform.

### STANDARD R TOUCHLESS SOAP DISPENSER

Featuring a sleek, contemporary design, TOTO's Standard R TOUCHLESS Soap Dispenser offers style and convenience to any public restroom design.



The Standard R TOUCHLESS Soap Dispenser provides hands-free operation with foaming soap for a hygienic handwashing experience. The micro-sensor in its body ensures accurate hand detection. The auto-purge cycle prevents soap from clogging the spout.

This handsome polished chrome unit offers standard and vessel models. It features AC installation and an escutcheon for large hole replacement for ease of installation.

### STANDARD S TOUCHLESS SOAP DISPENSER

With its clean, simple lines, the sleek, modern Standard S TOUCHLESS Soap Dispenser's is elegantly compact. This eye-catching minimalist design encourages handwashing with its ease of use. The unit's smart-sensor technology ensures hands-free activation from any angle.

# TOTO

Life Anew

Like the Standard R TOUCHLESS Soap Dispenser, this handsome unit provides hands-free operation with foaming soap for a hygienic handwashing experience. The micro-sensor in its body ensures accurate hand detection, and its auto-purge cycle prevents soap from clogging the spout.



The Standard S TOUCHLESS Soap Dispenser offers standard, semi-vessel, and vessel models. For ease of installation, this striking polished chrome smart-sensor soap dispenser features AC installation and an escutcheon for large hole replacement.

**Journalist's Note:** High-resolution digital images of TOTO's award-winning TOUCHLESS Faucets: Gooseneck, GM, GC, GM, Libella, Axiom, Helix, Standard R, and Standard S; TOUCHLESS Soap Dispensers: Standard R and Standard S are immediately available upon request.

## About TOTO

TOTO USA is headquarters for the Americas Division of the TOTO Global Group, which was established in 1917 with the founding of TOTO, Ltd., in Kitakyushu, Japan. TOTO is the world's largest manufacturer of bathroom fixtures and fittings, with \$5.45 billion in annual sales (as of March 2020 and its exchange rate). For more than 100 years, TOTO has been the recognized leader in innovation, technology, performance, and design with products that enhance the luxury bathroom experience. Today, the company maintains 33,800 employees in 19 countries and owns manufacturing facilities around the world in countries as diverse as Japan, Mexico, Germany, the USA, India, and China. Guided by its corporate philosophy, the TOTO Global Group strives to create a great company, trusted by people worldwide, which contributes to the betterment of society. Dedicated to engineering products that respect the environment while meeting people's needs for comfort, beauty, and performance, TOTO is the sole plumbing manufacturer to maintain a research and development center devoted to universal design, advanced science, and technology. Consumers enjoy the peace of mind that comes from knowing they purchased a brand that innovates to improve people's quality of life. Winner of numerous domestic and international awards and recognitions, TOTO is the only plumbing manufacturer honored as Water Efficiency Leader by the U.S. Environmental Protection Agency. The company continues to raise industry standards and consumer expectations about what is possible in the bath space, as TOTO believes a high-quality bathroom is an experience and an everyday luxury people value and appreciate.

For more information, consumers may visit [www.totousa.com](http://www.totousa.com) or call 1.888.295.8134, Option 5. Follow TOTO on Twitter ([@TOTOUSA](https://twitter.com/TOTOUSA)) and Instagram ([@TOTOUSA](https://www.instagram.com/TOTOUSA)) and become a TOTO fan on Facebook.

# # #